

Foundation

Our Mission

It is the mission of the Muskingum Valley Council, Boy Scouts of America, in cooperation with community organizations, to provide a high quality Scouting program which will foster in young people a commitment to serve God and country while developing ethical and moral character, personal fitness, mental maturity and leadership ability.

Our Core Values

The core values which guide the Council are found in the Scout Oath and Law. We also know that a **well planned program, delivered by a trained leader, with a strong outdoor program, supported by a good commissioner, attracts and retains youth.**

Competitive Advantages

What we do best

The Muskingum Valley Council is uniquely qualified to organize and support local youth programs which build character, citizenship and leadership. Our national network and 100 years of experience are unequalled in the community. We are this community's leading advocate of youth, focused on citizenship, service, environmental stewardship, leadership, and challenging outdoor adventure. Our camp property and outdoor programs engage youth and adults, creating unparalleled growth experiences. Leader training and youth protection programs are among the best available, providing a productive and safe learning environment.

Strategic Objectives and Council Goals

Finance

1 Ensure financial stability. (JTE 1,2,3,12)

- 1.1 Grow the Endowment fund to provide increased/predictable annual funding.
- 1.2 Expand and strengthen relationships with financial stakeholders.
- 1.3 Increase special event income from \$11,000 to a minimum of \$50,000 per year.
- 1.4 Increase annual Friends of Scouting contributions from \$96,000 to \$150,000
- 1.5 Increase annual product sale income 5% per year.
- 1.6 Conduct Capital Campaign to fund construction of new Scouting Resource Center, Dining Hall expansion and year-round cabins.

Membership

2 Attract and retain a growing membership. (JTE 4,5,6)

- 2.1 Create a coordinated marketing and communications plan to communicate the value of Scouting to the community.
- 2.2 Expand and strengthen partnerships.
- 2.3 Encourage Packs to have experienced Den Leaders recruited to lead Tiger Dens.
- 2.4 Strengthen Webelos to Scout Crossover.
- 2.5 Establish Venturing/Exploring committees in each district.

Program

3 Fulfill the promise of outdoor adventure. (JTE 6, 9, 10, 11)

- 3.1 Develop programs that attract older Scouts to camp.
- 3.2 Increase Cub Scout overnight camping opportunities.
- 3.3 Maximize year-round use of camp..
- 3.4 Increase CS and BS advancements from 53% to 70%
- 3.5 Expand current Dining Hall to double seating capacity.
- 3.6 Construct cabins allowing for year round use of camp by Troops, Packs, and Crews. (Cabins to also be used as staff housing, and/or program areas (eco-con) during summer camp).
- 3.7 Increase hours of community service by Scouts.

Unit Service/Leadership

4 Provide top quality unit service. (JTE 6,7,8,9,10,12,13,14)

- 4.1 Recruit and retain the best in the council to provide an active and respected commissioner service.
- 4.2 Construct a new Scouting Resource Center, better designed to support the council's efforts in accomplishing the mission of Scouting.

5 Support the best possible Scouting leadership. (JTE 15, 16, 17)

- 5.1 Increase access to training for volunteers with a goal of 100% trained volunteers.
- 5.2 Increase the number of volunteers serving on district committees.

Key Performance Indicators

How we measure success

Measure	Target
Number of annual gifts of \$2,500 or more	10
\$ Raised	150,000
Total Dollars Raised	3,000,000
% Crossing over	80%
Percent of Cub Scouts Camping	75%
% of CS/BS advancing	70%
Total number of commissioners.	40
Percent of direct contact leaders trained.	100%
Total number of district volunteers.	60

Vision

What our Council will look like

The Muskingum Valley Council is the area's recognized leader in youth and family development.

Serving over 3,000 youth, the community is proud of their Scouting programs and takes an active interest in the success of the council and Scout units. Parents are eager to enroll their youth and anxious to volunteer. Leader training sets the standard in the community and people seek opportunities to participate. Our facilities reflect the growth and success of Scouting. Our Scouting resource center is a regular destination for families and leaders, offering all the programs, services, and supplies they need. The Muskingum Valley Scout Reservation continues to be the focal point of outdoor activity for Cub Scouts, Boy Scouts, Venturers, Explorers and many other community groups who value the terrific facilities and programs we offer.